MIS 221 Exam 1 Review Spring 2003

Foundations of Net-Enabled Organizations by Detmar Straub

Exam Format: Exam 1 will be on February 24th. Please bring a blue book. The exam format will be a combination of about 20% short answer, 1-2 sentence questions based on the key terms and the rest longer (1-2 p.) essays, based on the review questions listed below. If you find that a key term is inadequately defined in the book, please look for other sources of information for clarification.

Chapter 1. The Migration from Traditional to Net-Enabled Organizations and Systems
Terms: Commoditization, Delayering, Digitalization, TCP/IP, Virtual teams

Review Questions:
1. What is Net-Enablement?
2. Describe the three eras of computing.
3. List three environmental drivers of e-Commerce.
4. What are the organizational drivers responsible for e-Commerce.
5. How will digital media affect our capability for technological innovation?
6. Why is globalization an important factor of e-Commerce?
7. Make a list of organizational changes that have been attributed to Net-Enablement.
8. How does commoditization impact e-Commerce?
9. Why do organizations seek strategic partnering?

Chapter 2. Principles of Networked Economy Businesses

Review Questions:
1. Define transaction costs for the Networked Economy.
2. What are search costs and what are some examples?
3. Give examples of decision-making costs within transaction costs.
4. Describe some negotiating costs.
5. List and elaborate on the three principles of digital business that drive the Networked Economy.
6. Enumerate and describe Loebbecke et al’s income sources for e-Commerce.
7. Define returns to scale and discuss their relevance to Net-Enablement.
Chapter 3. Structures, Frameworks and Classes of Net-Enablement
Terms: EDI, Level of Aggregation, Modes of Interaction, Media

Review Questions:
1. What is the client-server model. Discuss it’s basic components.
2. Describe the components of the demand side and supply side of e-Commerce.
3. What are the components of the NE Industry Provider Structural model?
4. Make a list of the classes of interactions between firms and stakeholders as described by the HEX model.
5. What are the classes of NE activity?
6. What are the levels of NE activity?
7. Name and describe three modes of technology-human exchange.
8. What are the three critical dimensions of communications media?

Chapter 4. Basic NE Infrastructure
Terms: DSL, Point-to-Point Connections, Domain Names, Domain Name Servers, EDI, HTTP, IP Address, Packets, Routers, SME, VANs, IP address, TCP.

Review Questions:
1. Discuss the purpose of a telecommunications network and describe how a telecommunications backbone operates.
2. Discuss the impact of using open networks vs. closed networks.
3. Define and discuss the relationship between ISPs and Common carriers. What is happening to the roles of these organizations over time? How does each approach the issue of providing broadband service?

Chapter 5. Middleware Technologies and Applications
Terms: enterprise information systems, Client Plug-Ins, Cookies, Encryption, FTP, Middleware, m-Commerce, Spam, WAP, XML

Review Questions:
1. What is middleware technology? Give examples of the different kinds of middleware that exist on or are used in conjunction with Internet-based e-Commerce.
2. Describe the purpose of a browser. What is a cookie and what is its purpose? What are plug-ins?
3. Define encryption.
4. What is the key differentiating factor in m-Commerce technology? Discuss the limitations of m-Commerce technology. Describe the protocol used for wireless Internet devices.
5. List, briefly describe and give examples of five NE revenue models.

Case Study Assignments: Because case studies are such an integral part of the course, I will also include an exam question based on the questions you answered for the case studies. Please review these prior to the exam.